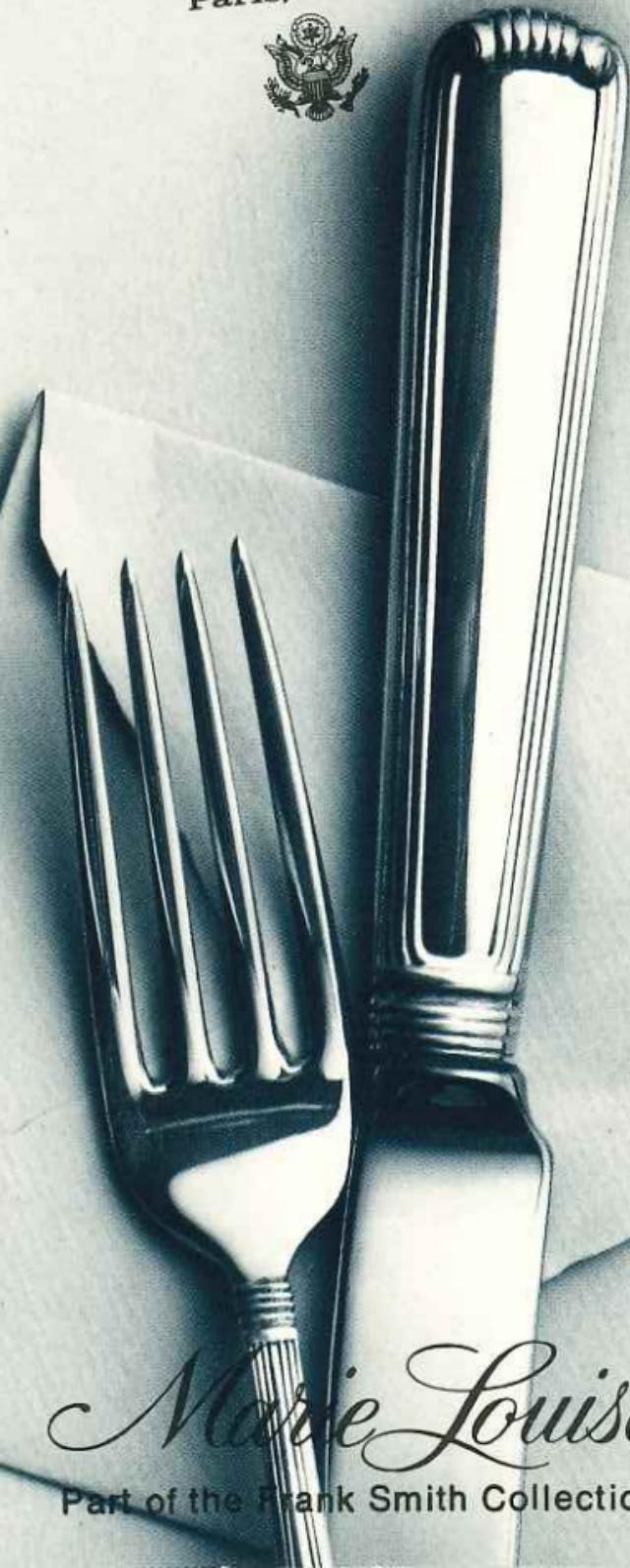


# The Diplomatic Choice

AMERICAN EMBASSY  
Paris, France



*Marie Louise*

Part of the Frank Smith Collection

## WHY STERLING FLATWARE

There always will be people who love gracious living, and sterling flatware is part of it.

From earliest times man places great value on the whitest of all silvery metals. Silver has always been a statement of the owner's station in life. Cleopatra, Queen of the Nile, valued silver even above gold.

Today, Sterling Silver retains the incomparable beauty of the white metal but adds to it a useful hardness making Sterling the highest mark of excellence.

Sterling silver flatware has an intrinsic value that becomes even more valuable with age. If anything, the patina of time only increases its beauty.

It makes people feel good to own the good things of life. Sterling flatware has its traditional place among the good things. Somewhere there's a place for beauty and warmth and pride of ownership in every one of us.

Now, the great renaissance era of the alloy called Sterling Silver is just starting.

Embrace yourself in Sterling luxury.

AMERICA'S MOST EXCLUSIVE STERLING



INCOMPARABLE *Marie Louise* WHICH STANDS ALONE ON THE PEDESTAL OF PRESTIGE

# WHY FRANK SMITH

Two great reputable names of over a hundred years in American Sterling History, R. Blackinton & Frank Smith, have united to bring you their very best in one splendid new Frank Smith Collection.

A heavy-weight quality line that appeals to the person of good taste — a line concentrated in Traditional American patterns of timeless design and beauty.

Individually hand crafted with old time loving attention to details.

No wonder that the exclusive patterns of Frank Smith Collection are favored by presidents, ambassadors, senators, world-renowned personalities, millionaires and all those who love excellence of design and workmanship.

You can always add to your choice of Frank Smith originals because we shall not "discontinue" or "obsolete" our great American Traditional patterns.

Your money is well invested in Frank Smith Sterling. Our patterns can be bought with confidence because they are offered to you without price discount gimmicks at a stable price, same price from coast to coast, which honestly reflects the Frank Smith Sterling value and quality, second to none worldwide.

The unique Frank Smith Sterling is offered to you exclusively through relatively few Frank Smith Franchised Dealers, coast to coast who, like you, prefer best quality and value. Only the very best retailers are Frank Smith Franchised Dealers, thus we both are assured that with your choice of a Frank Smith pattern, you will receive the very best attention, advice and service you deserve.

The sterling used exclusively at  
American Embassies worldwide

*Marie Louise*

## TRADITIONAL AMERICAN

Traditional American is yesterday, today and tomorrow.

Traditional American is yesterday — an understanding of the way the American colonists, achieving a new way of life, shaped their old world traditions of grace and beauty into new designs for American living.

Traditional American is today — our attraction to American decor is not a passing fancy. It manifests its timeliness by the success of Williamsburg, Old Sturbridge, Newport and other restorations throughout the country. And there's more to it than a natural, honest national pride. Traditional American is beautiful, functional and highly versatile. Within the grasp of this period are designs of both casual simplicity and gracious formality, and much that properly can be called a bit of both.

Traditional American is tomorrow. Its satisfying appeal is based on simplicity and distinctive design that has withstood and gained added recognition by the critical test of time. Our heritage endures.



MARIE LOUISE

	GROUP A	GROUP B	GROUP C	MADE TO ORDER*
	Fiddle Thread	Fed. Cotillion	Newport Shell	Fr. Col. Hand Engraved
	Colonial Thread	Woodlily	Fiddle Shell	Louisburg Square
	Scroll & Bead	Amer. Chipp.	Col. Hnd. Hammer	Compton
		Marie Louise	Compton Thread	Flowered Antique
		Fr. Colonial		Classic American
				Georgian Garland
PLACE SETTING PIECES	Suggested Retail	Suggested Retail	Suggested Retail	Suggested Retail
TEASPOON	21.00	25.00	25.00	26.00
PLACE KNIFE (LUNCHEON)	23.00	23.00	23.00	31.50
PLACE FORK (LUNCHEON)	37.00	38.50	41.00	41.50
DINNER KNIFE	24.00	25.00	27.50	47.50
DINNER FORK	42.50	42.50	45.00	38.00
CREAM SOUP SPOON (1)	35.00	35.50	35.50	34.00
SALAD FORK	28.50	33.00	33.50	39.00
PLACE SPOON (DESSERT) (1)	36.00	37.50	39.00	21.00
BUTTER SPREADER (H.H.)	16.50	17.50	18.00	29.50
BUTTER SPREADER (F.H.)	25.00	25.00	25.00	133.00
3 PC. PLACE SETTING (LUNCH)	81.00	86.50	89.00	171.00
4 PC. PLACE SETTING (LUNCH)	109.50	119.50	122.50	192.00
5 PC. PLACE SETTING (LUNCH)	144.50	155.00	158.00	99.00
6 PC. PLACE SETTING (LUNCH)	161.00	172.50	176.00	—
PLACE SPOON (2)	—	—	39.00	20.00
COCKTAIL FORK	18.50	18.50	20.00	15.50
COFFEE SPOON	14.50	14.50	15.50	29.50
ICED BEVERAGE SPOON	25.50	27.50	29.50	29.50
STEAK KNIFE (INDV.)	26.50	27.50	28.50	33.00
BOUILLON SPOON (1)	33.00	33.00	33.00	28.00
GRAPEFRUIT/MELON SPOON (3)	27.00	27.00	28.00	37.50
ICE CREAM FORK *	34.00	34.00	37.50	40.00
FISH FORK *	40.00	40.00	40.00	38.00
FISH KNIFE *(4)	38.00	38.00	38.00	45.00
RD. BOWL SOUP SPOON (5)	37.50	37.50	37.50	57.50
SERVING PIECES				
TABLESPOON (REGULAR)	52.50	52.50	52.50	52.50
TABLESPOON (PIERCED)	52.50	52.50	52.50	30.00
BON BON SPOON (6)	24.00	25.00	27.50	42.50
BUTTER KNIFE (F.H.) (7)	38.50	38.50	38.50	25.00
CHEESE SERVER (H.H.)	22.50	22.50	22.50	55.00
COLD MEAT FORK (REGULAR)	47.00	48.50	50.00	35.00
CREAM LADLE	30.00	30.00	32.50	32.50
GRAVY LADLE	47.50	50.00	52.00	35.00
JELLY SERVER	30.00	32.50	32.50	22.50
LEMON FORK (6)	17.50	18.50	19.50	21.50
OLIVE/PICKLE/BUTTER FORK	21.50	21.50	21.50	42.00
PIE OR CAKE SERVER (H.H.)	32.50	35.00	38.00	62.50
SALAD SET (OLIVEWOOD)	52.50	55.00	60.00	62.50
SALAD SET (PLASTIC)	48.00	55.00	57.50	35.00
SUGAR SHELL	28.50	30.00	32.50	65.00
ROAST CARVING FORK	55.00	55.00	55.00	50.00
ROAST CARVING KNIFE	55.00	55.00	45.00	45.00
STEAK CARVING FORK	45.00	45.00	45.00	50.00
STEAK CARVING KNIFE	45.00	45.00	45.00	40.00
WEDDING CAKE KNIFE	32.50	35.00	36.50	105.00
SALAD/LG. COLD MEAT FORK (1)	92.00	92.00	92.00	75.00
SALAD/BERRY SPOON (1)	92.00	92.00	92.00	32.50
TOMATO SERVER	65.00	65.00	65.00	—
BAR KNIFE	27.50	27.50	27.50	—

\*MADE TO ORDER — AVAILABLE 3 TIMES A YEAR  
— JANUARY, APRIL, AUGUST DELIVERIES

- (1) NOT AVAILABLE IN COMPTON AND COMPTON THREAD
- (2) AVAILABLE ONLY IN COMPTON AND COMPTON THREAD
- (3) NOT AVAILABLE IN FRENCH COLONIAL HAND ENGRAVED
- (4) NOT AVAILABLE IN CLASSIC AMERICAN
- (5) NOT AVAILABLE IN FRENCH COLONIAL, NEWPORT SHELL, COMPTON THREAD, AND COMPTON
- (6) NOT AVAILABLE IN AMERICAN CHIPPENDALE
- (7) NOT AVAILABLE IN COLONIAL HAND HAMMERED



SCROLL & BEAD



AMERICAN  
CHIPPENDALE



NEWPORT SHELL



FIDDLE THREAD



FIDDLE SHELL



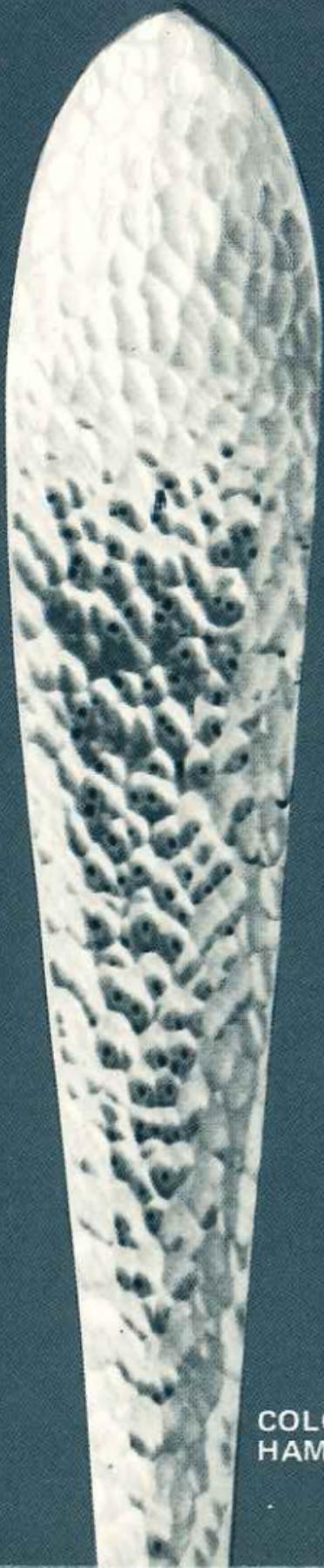
COMPTON



FLOWERED ANTIQUE



FRENCH COLONIAL  
HAND ENGRAVED



COLONIAL HAND  
HAMMERED



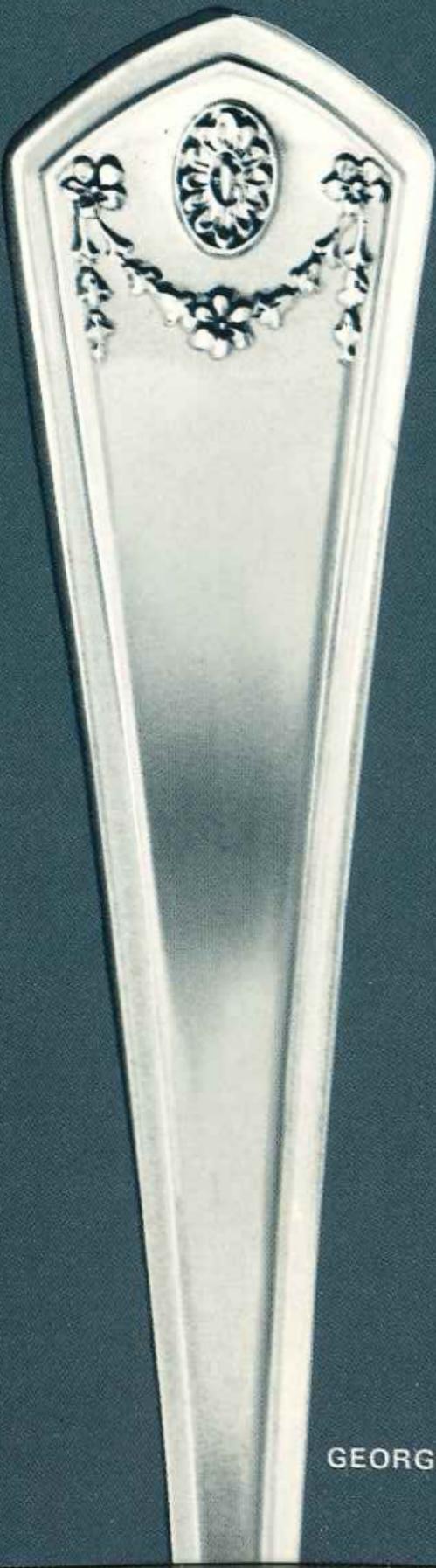
LOUISBURG SQUARE  
HAND ENGRAVED



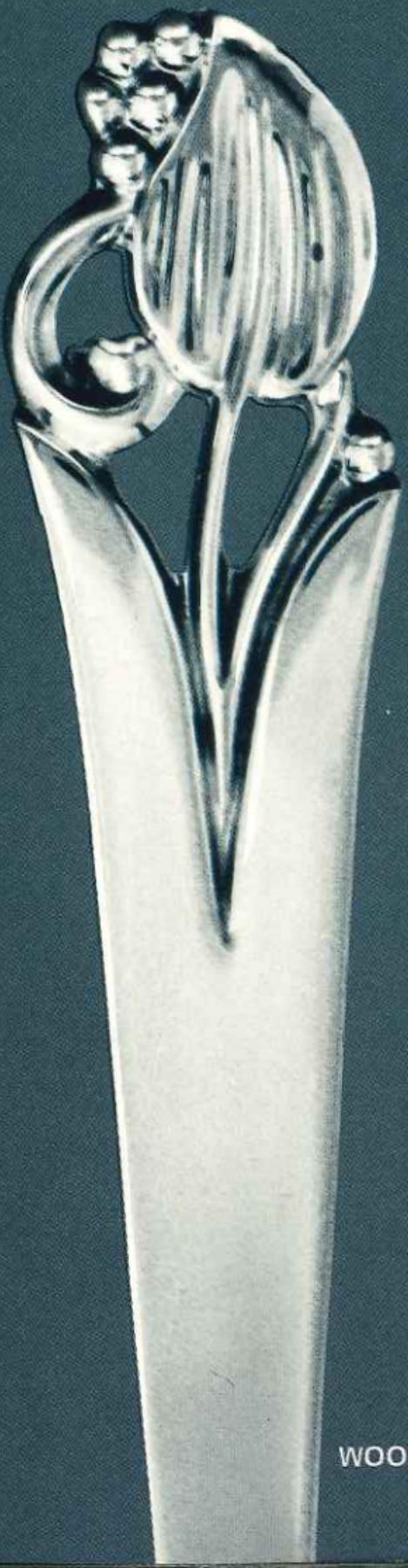
CLASSIC AMERICAN



COMPTON THREAD



GEORGIAN GARLAND



WOODLILY



FRENCH COLONIAL



FEDERAL COTILLION



COLONIAL THREAD

EFFECTIVE JULY 1, 1975

GROUP A	GROUP B	GROUP C	MADE TO ORDER*
Fiddle Thread	Fed. Cottillion	Newport Shell	Fr. Col. Hand Engraved
Colonial Thread	Woodlily	Fiddle Shell	Louisburg Square
Scroll & Bead	Amer. Chipp.	Col. Hnd. Hammer	Compton
	Marie Louise	Compton Thread	Flowered Antique
	Fr. Colonial		Classic American
			Georgian Garland

PLACE SETTING PIECES	Suggested Retail	Suggested Retail	Suggested Retail	Suggested Retail
TEASPOON	21.00	25.00	25.00	26.00
PLACE KNIFE (LUNCHEON)	23.00	23.00	23.00	31.50
PLACE FORK (LUNCHEON)	37.00	38.50	41.00	41.50
DINNER KNIFE	24.00	25.00	27.50	32.50
DINNER FORK	42.50	42.50	45.00	47.50
CREAM SOUP SPOON (1)	35.00	35.50	35.50	38.00
SALAD FORK	28.50	33.00	33.50	34.00
PLACE SPOON (DESSERT) (1)	36.00	37.50	39.00	39.00
BUTTER SPREADER (H.H.)	16.50	17.50	18.00	21.00
BUTTER SPREADER (F.H.)	25.00	25.00	25.00	29.50
3 PC. PLACE SETTING (LUNCH)	81.00	86.50	89.00	99.00
4 PC. PLACE SETTING (LUNCH)	109.50	119.50	122.50	133.00
5 PC. PLACE SETTING (LUNCH)	144.50	155.00	158.00	171.00
6 PC. PLACE SETTING (LUNCH)	161.00	172.50	176.00	192.00
PLACE SPOON (2)	—	—	39.00	—
COCKTAIL FORK	18.50	18.50	20.00	20.00
COFFEE SPOON	14.50	14.50	15.50	15.50
ICED BEVERAGE SPOON	25.50	27.50	29.50	29.50
STEAK KNIFE (INDV.)	26.50	27.50	28.50	29.50
BOUILLON SPOON *(1)	33.00	33.00	33.00	33.00
GRAPEFRUIT/MELON SPOON (3)	27.00	27.00	28.00	28.00
ICE CREAM FORK *	34.00	34.00	37.50	37.50
FISH FORK *	40.00	40.00	40.00	40.00
FISH KNIFE *(4)	38.00	38.00	38.00	38.00
RD. BOWL SOUP SPOON (5)	37.50	37.50	37.50	45.00
SERVING PIECES				
TABLESPOON (REGULAR)	52.50	52.50	52.50	57.50
TABLESPOON (PIERCED)	52.50	52.50	52.50	57.50
BON BON SPOON (6)	24.00	25.00	27.50	30.00
BUTTER KNIFE (F.H.) (7)	38.50	38.50	38.50	42.50
CHEESE SERVER (H.H.)	22.50	22.50	22.50	25.00
COLD MEAT FORK (REGULAR)	47.00	48.50	50.00	55.00
CREAM LADLE	30.00	30.00	32.50	35.00
GRAVY LADLE	47.50	50.00	52.00	55.00
JELLY SERVER	30.00	32.50	32.50	35.00
LEMON FORK (6)	17.50	18.50	19.50	22.50
OLIVE/PICKLE/BUTTER FORK	21.50	21.50	21.50	23.50
PIE OR CAKE SERVER (H.H.)	32.50	35.00	38.00	42.00
SALAD SET (OLIVWOOD)	52.50	55.00	60.00	62.50
SALAD SET (PLASTIC)	48.00	55.00	57.50	62.50
SUGAR SHELL	28.50	30.00	32.50	35.00
ROAST CARVING FORK	55.00	55.00	55.00	65.00
ROAST CARVING KNIFE	55.00	55.00	55.00	65.00
STEAK CARVING FORK	45.00	45.00	45.00	50.00
STEAK CARVING KNIFE	45.00	45.00	45.00	50.00
WEDDING CAKE KNIFE	32.50	35.00	36.50	40.00
SALAD/LG. COLD MEAT FORK *(1)	92.00	92.00	92.00	105.00
SALAD/BERRY SPOON *(1)	92.00	92.00	92.00	105.00
TOMATO SERVER	65.00	65.00	65.00	75.00
BAR KNIFE	27.50	27.50	27.50	32.50

\*MADE TO ORDER — AVAILABLE 3 TIMES A YEAR  
— JANUARY, APRIL, AUGUST DELIVERIES

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- (5) NOT AVAILABLE IN FRENCH COLONIAL, NEWPORT SHELL, COMPTON THREAD, AND COMPTON
- (6) NOT AVAILABLE IN AMERICAN CHIPPENDALE
- (7) NOT AVAILABLE IN COLONIAL HAND HAMMERED

# HOW TO CARE FOR YOUR STERLING



Your best care is daily use. Wash pieces promptly in hot soapy water. In an automatic dishwasher, if you wish. Rinse in clear hot water. Dry each piece thoroughly with a soft towel. Store pieces in chest or drawer when not in use. Protect the luster of your silver occasionally with Webster's liquid polish.



If cleaning is needed, use the R. Blackinton's patented miracle SILVER BLUE®. Simply dip and rinse in warm, running water. In just seconds, it removes tarnish, brightens silver, limits re-tarnishing. No scratches! Harmless to silver and silver plate. Does not remove silver, it removes tarnish only.

## MIRACLE WAY TO CLEAN SILVER

R. Blackinton's patented miracle SILVER BLUE® one-step method to clean silverware with unbelievable ease was and is successfully used for years by the world renowned jewelers and their customers. As SILVER BLUE® does not absorb tarnish, the liquid can be used repeatedly. This safe remarkable scientific breakthrough in silverware maintenance is available to you exclusively through our Franchise Dealers, coast to coast.

### Webster Silver Polish

8 oz. bottle	\$ 2.50
R. Blackinton's SILVER BLUE®	
1-16 oz. container	\$ 3.25
1 gallon container	\$15.00



# AS ADVERTISED IN



Frank Smith Sterling Collection proudly presented by:

Rec'd. 3-27-76

Frank Smith Sterling, Division of R. Blackinton & Co.  
Attleboro, Massachusetts 02703 Phone: 617-222-5800